**CALL FOR PROPOSAL**

**Development of Five Animated Videos for Increasing Availability, Accessibility, and Acceptability of Reproductive Health Self-care Approaches through Digital Health Interventions**

**Mode of assignment:** Develop 5 2D animated videos

This will include the development of storylines animated 2D movie/videos in Urdu voice over and English sub-titles on following topics:

* Breast examination
* Home-based pregnancy test,
* Anti-natal & menstruation care
* Self-care management at home
* Preparation of ORS

**Duration of Consultancy:** 13th February – 24th March 2023

**Requested documents:** Prospective individual/ firms should provide a CV/ company profile detailing their relevant skills and experience. The overall package must have following documents:

* Cover letter (Maximum 2 pages clearly demonstrating the suitability of applicant for stated assignment)
* Updated profile of the individual Consultant or a Firm supported with resume of Chief Consultant and maximum of other 3 key team members (Maximum 3 pages each)
* Proposal including cost of assignment covering all expenses (Maximum 4 pages) Technical proposal must demonstrate outline of execution of assignment and detailed methodology describing the steps to be taken for producing animated videos. Produce a work plan showing important milestones with cutoff dates.
* Produce details of budgeted amount including cost of HR, materials, production, etc.
* Add references of previous three clients of animated videos managed during last 5 years.
* One example of previous similar work, saved on USB or upload on any accessible e-link stated clearly in the proposal.

**Instructions to be followed**

* All documents must be forwarded through postal service only. Please clearly write **‘Proposal for Animated Videos’** on sealed envelope.
* Please fold details of cost of assignment in a separate envelop to send along with other documents.
* Please send your proposals to Director Monitoring Evaluation and Research (MER), Rahnuma Family Planning Association of Pakistan, 3 A Temple Road, Lahore, 54000.

***Note: Rahnuma FPAP reserves the right of disqualifying proposals with pages more than above mentioned numbers and/or if any of the above instruction is not followed adequately. Proposals sent through an email will not be considered for shortlisting.***

Shortlisted consultants may be required to undertake a face-to-face, telephone or zoom discussion before the finalization of decision.

**Deadline for the submission of proposal:** 8th February 2023

**Expected date of initiation of consultancy:** 13th February 2023

**Payment schedule**

40% advance payment will be made on signing of contract for the proposed assignment as first installment whereas remaining 60% payment will be made upon satisfactory submission of finalized deliverables approved by Rahnuma-FPAP.

Both payments shall be made to the Consultant through cross cheque in Pak Rupees after deduction of Withholding of Income Tax and Sales Tax as per Law of Punjab Revenue Authority (PRA) and Federal Board of Revenue (FBR). The rates may change if there is any amendment in tax rates by PRA & FBR.

**Liaison person from Rahnuma FPAP**

Director Monitoring Evaluation and Research, Rahnuma FPAP, 3-A Temple Road, Lahore,

Phone: (042) 111 22 33 66, Ext. 323. Direct line: (042) 3636 1583. Email address: [asifa@fpapak.org](mailto:asifa@fpapak.org)

**Background**

Rahnuma Family Planning Association of Pakistan (Rahnuma FPAP) is a Member Association of International Planned Parenthood Federation (IPPF), serving Pakistan since 1953. Rahnuma FPAP is recognized as a family planning (FP) and reproductive health (RH) advocate and service provider and is known to collaborate with international and national development agencies. It has been extending FP and RH information and services across all four provinces and two regions through network of service delivery outlets and through collaboration with public and private sector. Rahnuma FPAP is devoted to eliminating and alleviates the sufferings of marginalized and vulnerable sections of society through integrated and concentrated social uplift efforts in the broader areas of RH and FP information and services. Rahnuma FPAP is a leading national organization that provides FP and RH services through its extensive service delivery network. It provides the full range of Integrated Package of Essential Services (IPES) devised by IPPF through its trained service providers. IPES includes eight essential services: counselling, contraception, safe abortion care, STIs/RTIs, HIV, gynecology, maternal care and sexual and gender-based violence services.

Pakistan is the 5th most populous country in the world today. The 2017 National Census Report reveals that it has a population of 207.8 million and is growing at a rate of 2.4%. High maternal mortality rate (186 per 100,000 live births) and child mortality rate (under five stands at 74 per 1,000 live births) continue to pose challenges for women’s health. Furthermore, unmet need for FP stands at 17% while total fertility rate remains high at 3.6%. In addition to the poor health indicators, women lack access to RH information and services including contraceptive services, violence against women and girls and sexual reproductive health services for adolescents/young people.

Rahnuma FPAP is aiming for behavior change at large scale for promoting self-care in general public. To engage the different cultural contexts to create awareness, generate large scale information and acceptability of RH self-care approaches through digital health interventions.

In this context, to help women and young girls accept RH self-care approaches, animated guidelines will be developed, including home based pregnancy tests, self-care and preparation of ORS The service providers and community outreach workers will be utilized to disseminate these animated videos/guidelines through Mobile and WhatsApp with clients during their home visits and different project interventions.

**Scope of work**

The overall objective of this consultancy is to support and educate communities (women and young girls) by development of animated movies/ videos using the human centric approach on self-management of safe abortion, self-testing for breast, cervical cancer, pregnancy test, and ORS preparedness at home.

**Role and responsibilities of the Consultant**

The consultant will be required to do the following;

* Review animated movies made in other Islamic and Asian/other countries on these subjects.
* Submit activity plan and other details after inception meeting with R-FPAP.
* The consultant/firm will be utilizing its own equipment for recording, editing and finalization of animated videos.
* The consultant will have one or more detailed meetings with R-FPAP focal person for briefing on desired content of each video and technically sound comprehension of each oriented method.
* To prepare script and narration for the five 2D micro animated videos.
* To record narration and background music for the videos, also to develop the graphics or animation for the videos. Creation of video info graphics, visually explaining statistics in a creative manner
* Presenting advanced level well-edited draft version of the videos to R-FPAP for its input within given time frame.
* Sharing finalized version of videos after incorporating all comments and suggestions by R-FPAP.

**Support from Rahnuma FPAP**

* Holding inception meeting with a consultant for the finalization of activity plan, timelines and other work modalities.
* Providing feedback on draft version of videos and will remain available for multiple reviews before finalization of videos in order to ensure high quality content produced as per agreed terms and conditions.
* No equipment will be purchased or provided by Rahnuma-FPAP.
* Rahnuma FPAP will not be responsible of any additional cost incurred in producing committed deliverables unless agreed and documented by both parties.

**Expected deliverables**

* Submit finalized videos in Urdu with English subtitles (no longer than 1.5 minute each).
* Compile and submit 3 soft copy in USBs of all finalized deliverables to R-FPAP.

**Copyrights & intellectual proprietary rights**

All the scripting materials, designs, plans and any other materials produced by the Consultant under this Agreement shall be the sole and exclusive property of Rahnuma FPAP and will not be reproduced or utilized in any form at any other platform/forum without taking written consent by Rahnuma FPAP.

**Qualification and experience of the Consultant**

* A video production company or a freelance video producer must have a proven record of animated video production.
* Must have an expert and academically qualified team to manage tasks at different stages of video production.
* Must have produced at least 3 animated videos in past 5 years.